

SIERRA.EV

The Sierra.ev is designed by placing 'Human Experience' at the core of the vehicle concept showcasing the promise of freedom - an Outdoorsy lifestyle and an Unique status complemented by versatile and plush interiors, emotionally connecting across generations. A timeless design with well-balanced proportions ensuring an universal appeal.

The Pure design is endowed with a taut surfacing and blistered spines over the wheels emphasising the wide and planted stance that suggests prominent and muscular fenders in a modern format. The "Empowered White" body colour highlights the Squat Proportions and Sinuous Surfacing.

The planted and layered front end design accentuate the width of the car making it look sophisticated yet capable. While the full width slim, uninterrupted DRL communicate high-tech and precision.

The clamshell tailgate provides unparalleled access to the rear luggage compartment, enabling the sleek uninterrupted tail lamp to be embedded across the width of the car. Although, compact in exterior dimensions, the car has a roomy and spacious interior, accentuated by layered and horizontal interior design theme and colour way. Furthermore, the signature glazing and panoramic sunroof emphasise a bright and energising environment.

At the rear, the lounge seating provides spaciousness/legroom better than a segment above without compromising utility. The business class style reclining function provides even more relaxation by taking advantage of the addition space. Connected Technology heightens the inclusive experience without cluttering essential driver information. Emphasis has been placed on precision crafted details that are functional and versatile, yet provide a warmth and inviting atmosphere. The steering wheel represents the intensified digital DNA with an illuminated logo in the centre augmented by two switches on either end for the driver to communicate or interface with the product with effortless ease.

